

FAX# 215 564 1103

REP HEADLINE# 6303960 TRF# 329940
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

ADV #	ADV.	NAME	POL I/K	ROTHFUS/R/CON/PA	REP. #	OFF. #	18	SALESMAN #
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AGY #	03469	AGY. NAME	STRATEGIC MEDIA PLACEMENT	BUYER NAME	WHITNEY EVERSOLE
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SALES PRSN WA- CHERYL BLAIR

DELAWARE, OH 43015

ORDER #	CONTRACT # 6303960	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT KEITH ROTHFUS 9/5 EST#2649 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES	SEP5/12	SEP18/12	WK-2
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE SEP7/12	12.45
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REP: TO NSM/NSA
FR LINDSEY FOR CHERTL
REMOVED 9/11
TTLS RTS
PLEASE CONFIRM, THANKS!

STA:

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	:RATE:	:START DATE:	:END DATE:	:SPTS/WK:	:WEEK INVT:	:DAYS:	:TOTL: SPTS:
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 2649												
3	Y		600A-700A	30		\$575.00	9/10	9/14	2		M,W-F	2
PROGRAM : CH11 NEWS												
7	Y		700A-800A	30		\$475.00	9/10	9/14	3		M,W-F	3
PROGRAM : TODAY SHOW												
12	Y		500P-530P	30		\$575.00	9/10	9/14	2		M,W-F	2
PROGRAM : NEWS												

REP HEADLINE# 6303960 TRF# 329940 REP: TEL# 215-564-1206 FAX# 215 564 1103
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP7/12 12.45
 CHANGES *** WPXI-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
16	Y		530P-600P	30		\$600.00	9/10	9/14	3		M,W-F	3

PROGRAM : NEWS

SEP/12 18550.00
 CONTRACT TOTAL 18550.00
 TOTAL SPOTS 30



MARKET TOTALS \$74,200 WPXI 25% KDKA 33% WTAE 24% WPGH 15% CABL 0% WPCW 3% WPMY 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE